

1992 EDITORIAL INDEX To *DIRECT MARKETING* MAGAZINE

Feature articles, columns and news items that appeared in 1992 issues of Direct Marketing magazine are indexed by subject matter, author and company. The two digits after 92 indicate the month, the number to the right of the column refers to the page and the letters (F, C and G) represent feature, column and general news items.

A

Advertising/Agencies/Public Relations

Ad Spending Bottoms Out—9201	6	G
Allen-Edmonds—9201	19	F
AmEx Shifts Portion of Account—9206	9	G
Bush Asked To Reconsider Advertising's Role—9203	7	G
Calgon Targeting Young Women With New Ads—9210	13	G
Columbia House Opens A New Door—9202	10	G
New Magazine To Take A Shot—9204	12	G
Pro-Bono Campaign Targeting Fur Industry—9201	10	G
S&S All Over The Map—9202	10	G
Turmoil Rocks Agencyland—9201	7	G

Alternate Delivery

ADVO Helps Homecoming—9204	11	G
ADVO Purchases Distribution Business—9212	10	G
APD Continues To Grow—9211	17	G
Metromail Links With NYNEX—9201	7	G
New Advo Products Bow—9204	12	G
New Developments At Royal Mail—9212	9	G
New Int'l Business Courier Ready For Business—9211	12	G

B

Banking & Insurance / Financial Services

Breakthroughs Ensure Insurance Marketing Expansion—9211	17	G
Brickless Banking—9206	26	F
Insurance Companies To Change Focus—9206	12	G
Bass Pro—9210	20	F
BENCIN, Richard L.—9203	48	F
BENCIN, Richard L.—9205	31	F
Bloomingdale's—F. Smith—9209	26	F
BRIDGES, Toby—9210	20	F

Business-to-Business

AmEx Shifts Portion of Account—9206	9	G
DowElanco's Pesty Marketing Strategies—9205	43	F
Hughes Going Direct—9210	14	G
In The Mail (Hewlett Packard, Compaq, NCR...)—9206	18	C

C

CAMERON, Lorne—9210	68	F
CCR Consulting—J. Smith—9207	40	F
CCR Consulting—J. Smith—9208	35	F
CCR Consulting—R. Cross—9207	40	F

CCR Consulting—R. Cross—9208	35	F
CCR Consulting—R. Cross—9210	33	F

Careers / Recruitment

A Nice Guy Finishes First (Clay Patino)—9204	52	C
Always leave 'em laughing (Karen Gillick)—9208	66	C
Career Directions (Donna Stein)—9205	55	C
Gentlemanly Jerry (Jerry Pickholz)—9206	68	C
Lucky John (John Miglausch)—9203	66	C
Milwaukee's Proudest Export (Kate Petranec)—9201	62	C
New Titles Signal Change at HCI—9205	12	G
Phil The Great (Phil Herring)—9202	62	C
Select The Right Sales/Marketing Chief—9203	48	F

Club / Association / Chapter News

Clinton Transition Team Meets With DMA—9212	6	G
DMA Readies for Change—9205	10	G
DMA Rewarded For Action—9204	11	G
DMCNY Sees The Future—9203	14	G
DMEF Launches New Promotion—9204	10	G
Privacy A Concern At Midwest Conference—9203	13	G
Publishers Combat Economic Troubles—9204	10	G
Records Set at London Fair—9205	9	G
RSVPs Come Rolling In—9201	8	G
Communication Concepts, Inc.—L. Hertzog Jr.—9202	52	F

Communications—Electronic

Americans Voice Their Opinions—9203	7	G
Bell Atlantic Shops For Retail Locations—9202	12	G
Bells' Hearings Discordant—9204	11	G
Electronic Cataloging Surfaces—9206	11	G
Frequency's Future Foretold—9203	13	G
HSN Expands Services—9201	60	G
In The Mail (Hewlett Packard, Compaq, NCR...)—9206	18	C
Metromail Links With NYNEX—9201	7	G
Scanfone Debuts In Michigan—9211	10	G
Standard Telephone Becomes High-Tech—9202	8	G
Two-Way Tech Talk Of DMDNY—9207	10	G

Communications—Post Office

A Reliable Postal System is not Just a Dream—9210	78	C
Canada's Push For Privacy Legislation—9203	57	C
Catalogers Concern For Future...Past—9208	8	G
Coughlin To Temp As Postmaster General—9204	8	G
Differing Opinions Of Direct Mail Continue—9211	16	G

1992 EDITORIAL INDEX To *DIRECT MARKETING* MAGAZINE

Feature articles, columns and news items that appeared in 1992 issues of Direct Marketing magazine are indexed by subject matter, author and company. The two digits after 92 indicate the month, the number to the right of the column refers to the page and the letters (F, C and G) represent feature, column and general news items.

A

Advertising/Agencies/Public Relations

Ad Spending Bottoms Out—9201	6	G
Allen-Edmonds—9201	19	F
AmEx Shifts Portion of Account—9206	9	G
Bush Asked To Reconsider Advertising's Role—9203	7	G
Calgon Targeting Young Women With New Ads—9210	13	G
Columbia House Opens A New Door—9202	10	G
New Magazine To Take A Shot—9204	12	G
Pro-Bono Campaign Targeting Fur Industry—9201	10	G
S&S All Over The Map—9202	10	G
Turmoil Rocks Agencyland—9201	7	G

Alternate Delivery

ADVO Helps Homecoming—9204	11	G
ADVO Purchases Distribution Business—9212	10	G
APD Continues To Grow—9211	17	G
Metromail Links With NYNEX—9201	7	G
New Advo Products Bow—9204	12	G
New Developments At Royal Mail—9212	9	G
New Int'l Business Courier Ready For Business—9211	12	G

B

Banking & Insurance / Financial Services

Breakthroughs Ensure Insurance Marketing Expansion—9211	17	G
Brickless Banking—9206	26	F
Insurance Companies To Change Focus—9206	12	G
Bass Pro—9210	20	F
BENCIN, Richard L.—9203	48	F
BENCIN, Richard L.—9205	31	F
Bloomingdale's—F. Smith—9209	26	F
BRIDGES, Toby—9210	20	F

Business-to-Business

AmEx Shifts Portion of Account—9206	9	G
DowElanco's Pesty Marketing Strategies—9205	43	F
Hughes Going Direct—9210	14	G
In The Mail (Hewlett Packard, Compaq, NCR...)—9206	18	C

C

CAMERON, Lorne—9210	68	F
CCR Consulting—J. Smith—9207	40	F
CCR Consulting—J. Smith—9208	35	F
CCR Consulting—R. Cross—9207	40	F

CCR Consulting—R. Cross—9208	35	F
CCR Consulting—R. Cross—9210	33	F

Careers / Recruitment

A Nice Guy Finishes First (Clay Patino)—9204	52	C
Always leave 'em laughing (Karen Gillick)—9208	66	C
Career Directions (Donna Stein)—9205	55	C
Gentlemanly Jerry (Jerry Pickholz)—9206	68	C
Lucky John (John Miglausch)—9203	66	C
Milwaukee's Proudest Export (Kate Petranec)—9201	62	C
New Titles Signal Change at HCI—9205	12	G
Phil The Great (Phil Herring)—9202	62	C
Select The Right Sales/Marketing Chief—9203	48	F

Club / Association / Chapter News

Clinton Transition Team Meets With DMA—9212	6	G
DMA Readies for Change—9205	10	G
DMA Rewarded For Action—9204	11	G
DMCNY Sees The Future—9203	14	G
DMEF Launches New Promotion—9204	10	G
Privacy A Concern At Midwest Conference—9203	13	G
Publishers Combat Economic Troubles—9204	10	G
Records Set at London Fair—9205	9	G
RSVPs Come Rolling In—9201	8	G
Communication Concepts, Inc.—L. Hertzog Jr.—9202	52	F

Communications—Electronic

Americans Voice Their Opinions—9203	7	G
Bell Atlantic Shops For Retail Locations—9202	12	G
Bells' Hearings Discordant—9204	11	G
Electronic Cataloging Surfaces—9206	11	G
Frequency's Future Foretold—9203	13	G
HSN Expands Services—9201	60	G
In The Mail (Hewlett Packard, Compaq, NCR...)—9206	18	C
Metromail Links With NYNEX—9201	7	G
Scanfone Debuts In Michigan—9211	10	G
Standard Telephone Becomes High-Tech—9202	8	G
Two-Way Tech Talk Of DMDNY—9207	10	G

Communications—Post Office

A Reliable Postal System is not Just a Dream—9210	78	C
Canada's Push For Privacy Legislation—9203	57	C
Catalogers Concern For Future...Past—9208	8	G
Coughlin To Temp As Postmaster General—9204	8	G
Differing Opinions Of Direct Mail Continue—9211	16	G

Federal Judge Rules On Mailing Privileges—9208.....	8	G	Echo: A Simple But Gracious Gesture—9211.....	42	F
Frank Leaves Stamp on USPS—9202.....	6	G	Echo: An Insert With Insight—9211.....	39	F
Mail Center 2000—9208.....	14	G	Echo: Big Clean Up For Outdoors Catalog—9211.....	43	F
Mail Users & USPS Meet For Special Session—9208.....	6	G	Echo: Business Issues Novel Communications Program—9211.....	46	F
Mailers Council Calls For Delay In Rate Reform—9211.....	12	G	Echo: Cataloger Races Ahead—9211.....	47	F
Mailing To Uncle Sam Becomes Difficult—9203.....	8	G	Echo: CIT Group Scores Big Points—9211.....	38	F
New Developments At Royal Mail—9212.....	9	G	Echo: Free Friends And Family—9211.....	40	F
Non-Profit Mail Rates Safe, For Moment—9208.....	7	G	Echo: Getting The Purrfect Response—9211.....	43	F
PMG Runyon Continues Shake-Up—9211.....	7	G	Echo: Growing Catalog Keeps On Glowing—9211.....	45	F
PMG Runyon Readies USPS For Changes—9208.....	6	G	Echo: It's In The Cards—9211.....	42	F
PMG Runyon Refuses To Buckle—9210.....	6	G	Echo: Keeping Up The Pace—9211.....	37	F
Postal Service Could Cut Work Force—9207.....	8	G	Echo: Medico's Brainchild—9211.....	44	F
Runyon Cuts Posthaste—9209.....	6	G	Echo: Mighty Dog Defends Its Turf—9211.....	41	F
The Ups And Downs Of USPS—9203.....	10	G	Echo: Picture This!—9211.....	46	F
USPS Caught In Another Squeeze—9205.....	7	G	Echo: Reaching For Women In The Workplace—9211.....	43	F
USPS Examines Pricing Policy—9205.....	7	G	Echo: Test, Test, Measure!—9211.....	39	F
USPS Gets 70th Postmaster General—9206.....	6	G	Echo: The Real Proof—9211.....	40	F
USPS Learns "3R's" From Marvin Runyon—9210.....	70	F	Echo: Ticket To Good Times—9211.....	36	F
USPS Makes Plans To Boost Morale—9212.....	6	G	Echo: Tiny Budget Wins AT&T Big Results—9211.....	47	F
USPS Probe Finds Agency Was Lied To—9211.....	8	G	Environmental Achievement Awards Presented—9212.....	13	G
USPS Purchased A Toxic Waste Site—9210.....	8	G	In The Mail (Microword Direct Mail Review)—9201.....	15	F
USPS Sets Goals For Next 5 Years—9203.....	10	G	In the Mail (Club Med, L.L. Bean)—9202.....	15	F
USPS Sizes Up Competition—9205.....	7	G	In The Mail (Pacific Bell, American Fam. Publish.)—9203.....	18	F
Communicomp—H. G. Lewis—9201.....	32	F	In The Mail (Sports Illus., Great Expectations)—9204.....	16	F
Communicomp—H. G. Lewis—9202.....	42	F	In The Mail (Sharper Image, The Health Letter)—9205.....	28	F
Communicomp—H. G. Lewis—9203.....	31	F	In The Mail (Hewlett Packard, Compaq, NCR...)—9206.....	18	F
Communicomp—H. G. Lewis—9204.....	22	F	In The Mail (The Body Shop)—9207.....	14	F
Communicomp—H. G. Lewis—9205.....	26	F	In The Mail (The Humane Society, Columbia House)—9208.....	16	F
Communicomp—H. G. Lewis—9206.....	33	F	In The Mail (MCI)—9209.....	17	F
Communicomp—H. G. Lewis—9207.....	17	F	In The Mail (Pub. Clearing House)—9210.....	39	F
Communicomp—H. G. Lewis—9208.....	30	F	In The Mail (Smithsonian)—9211.....	20	F
Communicomp—H. G. Lewis—9209.....	43	F	In The Mail (Rodale Press)—9212.....	19	F
Communicomp—H. G. Lewis—9210.....	16	F	It's No Laughing Matter—9209.....	38	F
Communicomp—H. G. Lewis—9211.....	31	F	Last Call For Caples—9208.....	13	G
Communicomp—H. G. Lewis—9212.....	33	F	Piece Talks—9206.....	37	F
Computers—Hardware/Software			Credit/Credit Card Marketing/Affinity		
Action-Oriented Reporting—9206.....	15	F	AmEx Shifts Portion of Account—9206.....	9	G
Big Changes Reported At Group 1 Conference—9209.....	7	G	AmEx Slapped On The List—9207.....	9	G
The Great Database Myth Is Dead!—9206.....	23	F	Citicorp Sells M. Credit Card Proc. Div.—9208.....	7	G
Consultants			Environmental Effort Branches Out—9211.....	8	G
Southwest Roundup—9206.....	92	G	Equifax Reaches Credit Reporting Agrmt.—9208.....	7	G
Consumerism			GE Card Offers Merchant Discounts—9211.....	18	G
TRW Reaches Agreement With FTC—9201.....	6	G	General Motors Launches Mastercard—9210.....	13	G
COOPERMAN, Rhonda—9203.....	36	F	MasterCard Reprimands 900 Number Users—9202.....	7	G
COOPERMAN, Rhonda—9204.....	26	F	Pepsi Card Expected To Reach Millions—9207.....	5	G
Copy, Art & Format			Saks Cards Customers—9206.....	13	G
50 Ways To Begin An Effective Sales Letter (Pt. 1)—9208.....	30	F	Scene 2, The Fair Credit Reporting Reform Act—9211.....	8	G
50 Ways To Begin An Effective Sales Letter (Pt. 2)—9209.....	43	F	Trans Union Procedures Confirmed In 17 States—9212.....	8	G
50 Ways To Begin An Effective Sales Letter (Pt. 3)—9210.....	16	F	Visa Ruling to Curtail Marketer's Use of the Card—9209.....	10	G
50 Ways To Begin An Effective Sales Letter (Pt. 4)—9211.....	31	F	CROSS, Richard H.—9207.....	40	F
50 Ways To Begin An Effective Sales Letter (Pt. 5)—9212.....	33	F	CROSS, Richard H.—9208.....	35	F
Ask A Question And You'll Get An Answer—9202.....	42	F	CROSS, Richard H.—9210.....	33	F
I Said I Like Envelope Copy. But I didn't mean...—9204.....	22	F	D		
Our Friend Ben E. Fitz Revisited—9203.....	31	F	DAXCESS Database Mktg., Inc.—R. Stacey—9202.....	70	C
Power Communication (Part 20)—9201.....	32	F	DALY, Virginia—9201.....	62	C
Radio Copywriting-Not As Easy...Think—9207.....	17	F	DALY, Virginia—9205.....	55	C
Surefire Steps For Brochure Readership—9201.....	27	F	DALY, Virginia—9208.....	66	C
The Moment of Truth—9206.....	33	F	DALY, John Jay—9210.....	70	F
Tips On Being Letter Perfect—9204.....	42	F	Daly Associates—J. Daly—9210.....	70	F
Why did you put that enclosure in this mailing?—9205.....	26	F	Daly Direct Marketing—V. Daly—9201.....	62	C
Corporate Giving—Matching Gifts			Daly Direct Marketing—V. Daly—9205.....	55	C
Businesses Offer Help to Hurricane Andrew Victims—9210.....	11	G	Daly Direct Marketing—V. Daly—9208.....	66	C
Creativity			Database / Frequency Marketing		
1991 Caples Award Winners—9203.....	27	F	Channel Wars—9204.....	33	F
50 Ways To Begin An Effective Sales Letter (Pt. 1)—9208.....	30	F	Database-Driven Tie-Ins—9207.....	40	F
50 Ways To Begin An Effective Sales Letter (Pt. 2)—9209.....	43	F	Europeans On The Edge—9206.....	10	G
50 Ways To Begin An Effective Sales Letter (Pt. 3)—9210.....	16	F	Is Buyer's Market All Over?—9209.....	9	G
50 Ways To Begin An Effective Sales Letter (Pt. 4)—9211.....	31	F	Leveraging Cust. Database To Competitive Advantage—9212.....	26	F
50 Ways To Begin An Effective Sales Letter (Pt. 5)—9212.....	33	F	Marketer Handles SICs With Care—9204.....	38	F
Clio Controversy Continues—9205.....	13	G	Marketers From Another Planet—9205.....	40	F

New Product Launches—1998.....	35	F	JMI Seminars Are Pearls of Wisdom—9206.....	11	G
Staying In Touch With Private Media—9206.....	28	F	Last Call For Caples—9208.....	13	G
The Database Dilemma—9203.....	16	F	Life Beyond The Spreadsheet—9202.....	49	F
The Five Degrees of Customer Bonding—9210.....	33	F	Mail Order: Top 250—9207.....	19	F
The Great Database Myth Is Dead!—9206.....	23	F	Mail Users & USPS Meet For Special Session—9208.....	6	G
The Marketing Integration Puzzle—9210.....	52	F	Marketers Develop A New Climate—9202.....	26	F
The Power of Integrated Database Marketing—9209.....	32	F	Marketers Respond To TVAnswer's Call—9205.....	13	G
UpJohn's Database Fuels Sales Growth—9204.....	28	F	Marketers Upbeat At DMA Conference—9212.....	14	G
Worldata Launches New Specialized Database—9208.....	7	G	Montreux Gains Ground—9207.....	66	G
Direct Solutions Group—R. Stacey—9211.....	72	C	Neodata Adds Wiland Division—9206.....	8	G
Doubleday Book & Music Clubs—R. Posch—9201.....	66	C	Neodata Completes Acquisition—9211.....	12	G
Doubleday Book & Music Clubs—R. Posch—9202.....	66	C	New Advo Products Bow—9204.....	12	G
Doubleday Book & Music Clubs—R. Posch—9203.....	60	C	New Technology Helps Marketers—9202.....	20	F
Doubleday Book & Music Clubs—R. Posch—9204.....	48	C	Parlez Vous Francais?—9212.....	10	G
Doubleday Book & Music Clubs—R. Posch—9205.....	49	C	Partly Sunny Skies Predicted—9211.....	13	G
Doubleday Book & Music Clubs—R. Posch—9206.....	69	C	Pickholz Announces A Call To Action—9212.....	11	G
Doubleday Book & Music Clubs—R. Posch—9207.....	70	C	RSVPs Come Rolling In—9201.....	8	G
Doubleday Book & Music Clubs—R. Posch—9208.....	70	C	Retailers Embracing Direct Marketing—9201.....	8	G
Doubleday Book & Music Clubs—R. Posch—9209.....	66	C	Retailers Learn Value of Direct Marketing—9205.....	13	G
Doubleday Book & Music Clubs—R. Posch—9210.....	98	C	Rising Tide of Midweek Skiers—9202.....	8	G
Doubleday Book & Music Clubs—R. Posch—9211.....	69	C	Scanfone Debuts In Michigan—9211.....	10	G
Doubleday Book & Music Clubs—R. Posch—9212.....	46	C	Southwest Roundup—9206.....	92	G
DRAFT, Howard C.—9212.....	28	F	Standard Telephone Becomes High-Tech—9202.....	8	G
E			Staying In Touch With Private Media—9206.....	28	F
Educational Development			The Destiny Of Direct—9212.....	28	F
Marketers Making A Difference—9206.....	9	G	The Five Degrees of Customer Bonding—9210.....	33	F
F			The Hot Mailing Months—9205.....	8	G
Fenvessy Consulting—B. Kuipers—9206.....	15	F	Too Much Information Can Be Bad—9203.....	11	G
Financial Planning / Accounting			Two four-letter words—9209.....	69	C
Breaking Barriers to Customer Valuation—9203.....	44	F	Two-Way Tech Talk Of DMNY—9207.....	10	G
Cash Crunch KOs Cook Board—9206.....	9	G	Welcome Changes In Data Protection Draft—9212.....	11	G
Small Changes Equals Big Bucks For Insur. Marketers—9202.....	39	F	What Works Today May Not Tomorrow—9211.....	14	G
The Marketing Integration Puzzle—9210.....	52	F	GILLICK, Karen—9202.....	62	C
FISHMAN, Arnold—9207.....	19	F	GILLICK, Karen—9203.....	66	C
FISHMAN, Arnold—9208.....	23	F	GILLICK, Karen—9204.....	52	C
FISHMAN, Arnold—9209.....	22	F	GILLICK, Karen—9206.....	68	C
FISHMAN, Arnold—9210.....	28	F	GOODMAN, John—9212.....	26	F
Frequency/Loyalty Programs			GORDON LEWIS, Herschell—9201.....	32	F
Air Miles Hits United States—9205.....	9	G	GORDON LEWIS, Herschell—9202.....	42	F
Air Miles Program Takes Off—9203.....	40	F	GORDON LEWIS, Herschell—9203.....	31	F
Frequency's Future Foretold—9203.....	13	G	GORDON LEWIS, Herschell—9204.....	22	F
Sears Goes With Its Best—9209.....	7	G	GORDON LEWIS, Herschell—9205.....	26	F
G			GORDON LEWIS, Herschell—9206.....	33	F
General—Direct Mktg / Trends / Issues			GORDON LEWIS, Herschell—9207.....	17	F
49 Ways Direct Mail or Direct Resp. Can Work...—9210.....	68	F	GORDON LEWIS, Herschell—9208.....	30	F
A Better Tomorrow Starts Today—9203.....	36	F	GORDON LEWIS, Herschell—9209.....	43	F
Action-Oriented Reporting—9206.....	15	F	GORDON LEWIS, Herschell—9210.....	16	F
Advertising Forecast: Partly Sunny—9207.....	8	G	GORDON LEWIS, Herschell—9211.....	31	F
ADVO Helps Homecoming—9204.....	11	G	GORDON LEWIS, Herschell—9212.....	33	F
Americans Voice Their Opinions—9203.....	7	G	H		
Are We Passing the Baton of National Sovereignty?—9209.....	66	C	Harte-Hanks Direct Marketing—R. Hochhauser—9209.....	32	F
At 75, DMA Is Poised For Growth—9210.....	62	F	Helzberg Diamonds—J. Goodman—9212.....	26	F
Breakthroughs Ensure Insurance Marketing Expansion—9211.....	17	G	HERRING, Phil—9202.....	49	F
Brickless Banking—9206.....	26	F	Herring/Newman Direct Response—P. Herring—9202.....	49	F
California Coupons Roll—9201.....	10	G	HERTZOG JR., Leo—9202.....	52	F
CDMA Convention: future predictions—9207.....	69	C	HOCHHAUSER, Richard—9209.....	32	F
Club Pack Makes Debut—9206.....	12	G	HOKE, Henry "Hank"—9212.....	65	C
Columbia House Opens A New Door—9202.....	10	G	HOKE, Henry "Pete"—9204.....	28	F
Differing Opinions Of Direct Mail Continue—9211.....	16	G	HOKE, Henry R. "Pete"—9205.....	43	F
Direct Mail Advocates Blast CBS News—9203.....	10	G	HOKE, Henry R. "Pete"—9210.....	62	F
Direct Mail Less Of Invasion Of Privacy—9201.....	10	G	Hospitals / Health Development		
Donnelley Assists In Hurricane Relief—9211.....	17	G	Marketers Making A Difference—9206.....	9	G
Earth: Preserving A Precious Commodity—9204.....	26	F	I		
Electronic Cataloging Surfaces—9206.....	11	G	International Marketing		
Europeans Get Some Relief...For Now—9210.....	8	G	"It's Not What You Do, It's The Way That You Do It"—9208.....	25	F
Europeans On The Edge—9206.....	10	G	A Regal Success—9204.....	53	C
Getting To The Point—9208.....	13	G	Air Miles Program Takes Off—9203.....	40	F
Hispanics Target of Multifaceted Marketing Campaign—9210.....	12	G	Bienvenidos A Espana—9205.....	18	F
Interactive Service Takes Wing—9202.....	11	G	Canada News—9212.....	65	C

Canada Tax Exemption—9204	9 G
Canada's Confusing Taxations Continue—9206	67 C
Canada's Push For Privacy Legislation—9203	57 C
Canada's Startling Legislative Threats—9201	70 C
Canadians, eh! Similar but different—9202	70 C
Catalogia: C'est Bien—9202	18 F
CDMA—many changes up North—9208	68 C
Data Protection Privacy Legislation More Flexible—9211	13 G
European List Forum Link Introduced—9202	11 G
Getting U.S. Catalogs Into Europe—9212	21 F
Ontario Plans Tax on List Rentals—9205	53 C
Our troubles are bad news for U.S.—9209	70 C
Privacy Protection in Telecommunications—9212	67 C
RSVPs Come Rolling In—9201	8 G
U.S./Japan Direct Mail Co-op Launched—9211	18 G
Welcome Changes In Data Protection Draft—9212	11 G

J

J. Schmid & Associates, Inc.—J. Schmid—9211	27 F
J. Schmid & Associates, Inc.—J. Schmid—9212	39 F
JACKSON, Don—9203	44 F
JACKSON, Don—9206	26 F
JACKSON, Don—9210	52 F
JAFFE, Jay M.—9202	39 F
Janet Smith Communications—J. Smith—9204	33 F
JASON, Debra A.—9201	27 F
JUTKINS, "Rocket" Ray—9209	69 C

K

Karen Gillick & Associates—K. Gillick—9202	62 C
Karen Gillick & Associates—K. Gillick—9203	66 C
Karen Gillick & Associates—K. Gillick—9204	52 C
Karen Gillick & Associates—K. Gillick—9206	68 C
Kobs & Draft—H. Draft—9212	28 F
KORN, Bill—9202	53 F
KUIPERS, Bill—9206	15 F

L

Lead Generation / Conversion

DowElanco's Pesty Marketing Strategies—9205	43 F
Linen And Lace Graces The Mail Order Market—9212	36 F
Managing Lead Qualification—9202	53 F

Legislation—Federal, State

Attorney/client privilege for Corporate Management—9202	66 C
Bill Addresses Telemarketing Issues—9204	10 G
Credit Bureaus' Diligence Due—9210	12 G
Copyright What Your Consultant Creates—9205	49 C
Data Protection Privacy Legislation More Flexible—9211	13 G
Don't Blame Japan—9204	48 C
FCC Hangs Up On Autodialers And Faxes—9201	7 G
FCC Pictures Baby Bells—9209	10 G
FTC Makes Final Rec. To Amend Mail Order Rule—9211	9 G
Federal Judge Rules On Mailing Privileges—9208	8 G
Friend Of The Court Briefs Filed By DMA—9201	10 G
House Stifles Baby Bells—9208	7 G
How to Avoid Getting Tied Up With Tie-Ins—9212	46 C
It's Not Junk, Phil—9203	60 C
More effective than the NRA, AARP—9208	70 C
Non-Profit Mail Rates Safe, For Moment—9208	7 G
Oregon Rules On Negative Option—9201	60 G
Possible antitrust exposure in trade assn involvem—9210	96 C
Practical background-power of attorney—9206	69 C
Quill Case & Separation of Power Argument—9201	66 C
Scene 2, The Fair Credit Reporting Reform Act—9211	8 G
Stark Wants Users to Be More Up Front On Envelopes—9209	11 G
Telephone Marketers Face New Regulations—9211	8 G
The Real Threat To Privacy Are Kept Very Private—9211	69 C
Too Much Information Can Be Bad—9203	11 G
Trans Union Procedures Confirmed In 17 States—9212	8 G
U.S. Supreme Court Looks At New Tax Issue—9205	7 G
Use Tax Case Under Way—9203	7 G
Will RBOCs Make Peace With Newspapers?—9201	7 G

Your presidential vote may not count—9207	70 C
LEWIS, Herschell G.—9201	32 F
LEWIS, Herschell G.—9202	42 F
LEWIS, Herschell G.—9203	31 F
LEWIS, Herschell G.—9204	22 F
LEWIS, Herschell G.—9205	26 F
LEWIS, Herschell G.—9206	33 F
LEWIS, Herschell G.—9207	17 F
LEWIS, Herschell G.—9208	30 F
LEWIS, Herschell G.—9209	43 F
LEWIS, Herschell G.—9210	16 F
LEWIS, Herschell G.—9211	31 F
LEWIS, Herschell G.—9212	33 F

Lists—Management, Rentals, Markets

"It's Not What You Do, It's The Way..."—9208	25 F
AmEx Slapped On The List—9207	9 G
Change Of Address Files Under Scrutiny—9207	8 G
Data Cards: They Are A Changin'—9204	12 G
European List Forum Link Introduced—9202	11 G
Europeans On The Edge—9206	10 G
How To Develop A Unique List—9208	33 F
Is Buyer's Market All Over?—9209	9 G
Leveraging Cust. Database To Competitive Advantage—9212	26 F
Linen And Lace Graces The Mail Order Market—9212	36 F
List Industry Loses Pioneer—9206	6 G
List Industry Overview—9208	23 F
List Leaders Lament Over the '90s—9210	10 G
Marketers From Another Planet—9205	40 F
Supreme Court Examines List Depreciations—9206	8 G
The Database Dilemma—9203	16 F
The Five Degrees of Customer Bonding—9210	33 F
The Marketing Integration Puzzle—9210	52 F
Use Your List To Listen—9209	41 F
Worldata Launches New Specialized Database—9208	7 G

M

Mail Order—Business, Consumer, Product

1991 Mail Order Overview—9209	22 F
California Coupons Roll—9201	10 G
Catalogia: C'est Bien—9202	18 F
Foster And Gallagher Is On The Acquisition Trail—9209	12 G
Growth And Profit Strategies In A Maturing Indus.—9211	27 F
Growth And Profit Strategies In A Maturing Indus.—9212	39 F
International Mail Order Overview—9210	28 F
Linen And Lace Graces The Mail Order Market—9212	36 F
L.L. Bean Celebrates 80th Anniversary—9211	16 G
Mail Order Company Slapped On the Wrist—9203	8 G
Mail Order: Top 250+—9207	19 F
Mailers Bedevil NYC—9205	8 G
Taking Control Of Information Fulfillment—9202	52 F
The Destiny Of Direct—9212	28 F
The Hot Mailing Months—9205	8 G
The Success Of Service Merchandise—9208	42 F

Management—Training / Personnel

Cash Crunch KO's Cook Board—9206	9 G
List Industry Loses Pioneer—9206	6 G
USPS Gets 70th Postmaster General—9206	6 G
Marketing Communications Syste—B. Korn—9202	53 F
Marketing Logistics, Inc.—A. Fishman—9207	19 F
Marketing Logistics, Inc.—A. Fishman—9208	23 F
Marketing Logistics, Inc.—A. Fishman—9209	22 F
Marketing Logistics, Inc.—A. Fishman—9210	28 F
Marketing Navigators, Inc.—S. Rather—9203	16 F

Marketing Strategy—PR / Positioning

Air Miles Hits United States—9205	9 G
Channel Wars—9204	33 F
If The Shoe Fits...Market It—9201	19 F
Insurance Companies To Change Focus—9206	12 G
Long Journeys Start With Small Steps—9209	26 F
Marketer Handles SICs With Care—9204	38 F
Marketer Revs Up For Promotion—9203	10 G

Marketer Taps Olympic Excitement—9204.....	13 G	Surefire Steps For Brochure Readership—9201.....	27 F
The Power of Integrated Database Marketing—9209.....	32 F	The Hot Mailing Months—9205.....	8 G
Volkswagen Launches Timely Marketing Effort—9203.....	12 G	The Lighter Side of Merit—9202.....	7 G
Will Campaign Lead To Subscription Boom?—9212.....	11 G		
Media—Catalogs		Media—Magazines, Books	
1991 Mail Order Overview—9209.....	22 F	Calgon Targeting Young Women With New Ads—9210.....	13 G
A Regal Success—9204.....	53 C	Magazine Entertains Media—9201.....	13 G
Bass Pro: A Transcendental Marketer—9210.....	20 F	Magazine Gets Pleasant—9203.....	12 G
Bean's Retail Oriented—9204.....	9 G	Neodata Adds Wiland Division—9206.....	8 G
Bedford Fair Comes Home—9209.....	12 G	New Magazine To Take A Shot—9204.....	12 G
Catalog A Real Champ—9208.....	12 G	Staying In Touch With Private Media—9206.....	28 F
Catalog Program Takes Off—9208.....	13 G	Time Swipes Marketers—9201.....	13 G
Cataloger Gets Pleasant Results—9205.....	33 F	Will Campaign Lead To Subscription Boom?—9212.....	11 G
Cataloger Makes A Big Impression—9204.....	12 G		
Cataloger Taps Desire For Celebrity Memorable—9211.....	18 G	Media—Multi	
Catalogers Concern For Future...Past—9208.....	8 G	Columbia House Opens A New Door—9202.....	10 G
Catalogers Looking Forward, Not Back—9201.....	11 G	How Does 1992 Look?—9206.....	9 G
Catalogers Report Stable Profits—9212.....	8 G	IBM and Time-Warner Rumors Abound—9206.....	10 G
Channel Wars—9204.....	33 F	Interactive Service Takes Wing—9202.....	11 G
Club Pack Makes Debut—9206.....	12 G	Spiegel Prospects With HBO—9203.....	12 G
Company Store Moves Past Bankruptcy—9207.....	6 G	Technology Projections: 2001—9206.....	45 F
Customer Service Proves To Be Key—9204.....	13 G		
D&B's New Catalog Is All Business—9208.....	13 G	Media—Newspaper, Newsletters	
Environmental Effort Branches Out—9211.....	8 G	Newsweek Gets Selective—9202.....	12 G
Figi's Offers Food For Thought—9211.....	12 G	Supreme Court Examines List Depreciations—9206.....	8 G
Getting U.S. Catalogs Into Europe—9212.....	21 F	Will RBOCs Make Peace With Newspapers?—9201.....	7 G
Growth And Profit Strategies In A Maturing Indus.—9212.....	39 F		
In The Mail (Sharper Image, The Health Letter)—9205.....	28 F	Media—Radio	
In The Mail: The Body Shop—9207.....	14 C	Radio Copywriting—Not As Easy As You May Think—9207.....	17 F
In The Mail (Club Med, L.L. Bean)—9202.....	15 F		
Inmac Gets Connected—9211.....	12 G	Media—Television	
Lillian Vernon Books Christmas—9209.....	11 G	Cable Has New Calling—9209.....	10 G
Linen And Lace Graces The Mail Order Market—9212.....	36 F	Direct Mail Advocates Blast CBS News—9203.....	10 G
Magazine Gets Pleasant—9203.....	12 G	HBO and Showtime Plan Multipremium Marketing—9210.....	13 G
Mail Order: Top 250—9207.....	19 F	Is It A Talk Show Or An Infomercial?—9203.....	8 G
Sears, General Mills Become Team—9203.....	12 G	Marketers Respond To TV Answer's Call—9205.....	13 G
Spiegel Is On The Move—9211.....	14 G	The Destiny Of Direct—9212.....	28 F
Spiegel Prospects With HBO—9203.....	12 G	TV Answer Moves On Two-Way TV—9204.....	8 G
Starting A New "Chapter"—9207.....	6 G	TV Answer Interacts With New Clients—9208.....	12 G
Talbots Gets Intimate—9211.....	13 G	TV Answer Pulls More Accounts—9212.....	13 G
The Best Things In Life Happen One to One—9210.....	8 G	Two-Way TV Fray Adds Players—9209.....	8 G
The Challenges of '90s Cataloging—9207.....	66 G		
The Good, The Bad, And The Ugly—9206.....	8 G	Media—Videotex, Cable, Video	
The Right Start Catalog Makes An Acquisition—9209.....	11 G	Cable System Receives Strong Response—9211.....	10 G
		FCC Pictures Baby Bells—9209.....	10 G
Media—Direct Mail		HBO and Showtime Plan Multipremium Marketing—9210.....	13 G
49 Ways Direct Mail or Direct Resp. Advtg Can Work—9210.....	68 F	Inmac Gets Connected—9211.....	12 G
A Moving Mailing—9211.....	13 G	Interactive Cable System Receives Strong Response—9212.....	9 G
Direct Mail Critical In America's Cup Course—9205.....	12 G	TV Answer Moves On Two-Way TV—9204.....	8 G
Direct Mail Less Of Invasion Of Privacy—9201.....	10 G	MIGLAUTSCH, John—9206.....	23 F
FTC Makes Final Recommend. To Amend Mail Order Rul—92119 G		Miglausch Marketing—J. Miglausch—9206.....	23 F
How Does 1992 Look?—9206.....	9 G	MORRIS-LEE, James—9202.....	20 F
In The Mail (Microworld Direct Mail Overview)—9201.....	15 F	MORRIS-LEE, James—9204.....	38 F
In The Mail (Personalized Mailing)—9202.....	15 F		
In The Mail (Pacific Bell, American Fam. Publish.)—9203.....	18 F	N	
In The Mail (Sports Illus., Great Expectations)—9204.....	16 F	NEAL, Mollie—9201.....	19 F
In The Mail (Sharper Image, The Health Letter)—9205.....	28 F	NEAL, Mollie—9202.....	26 F
In The Mail (Hewlett Packard, Compaq, NCR...)—9206.....	18 F	NEAL, Mollie—9203.....	40 F
In The Mail (The Body Shop)—9207.....	14 F	NEAL, Mollie—9205.....	33 F
In The Mail (U.S. Humane Society)—9208.....	16 F	NEAL, Mollie—9212.....	36 F
In The Mail (MCI)—9209.....	17 F	NEWELL JR., Frederick B.—9209.....	36 F
In The Mail (Publishers Clearing House)—9210.....	38 F		
In The Mail (Smithsonian)—9211.....	20 F	P	
In The Mail (Rodale Press)—9212.....	19 F	Packaged Goods	
It's No Laughing Matter—9209.....	38 F	Pepsi Card Expected To Reach Millions—9207.....	5 G
JMI Seminars are Pearls of Wisdom—9206.....	11 G	The Lighter Side of Merit—9202.....	7 G
Marketer Taps Olympic Excitement—9204.....	13 G		
New "Environment" For Benetton—9212.....	12 G	Personal Selling / Solicitation	
Piece Talks—9206.....	37 F	FCC Hangs Up On Autodialers And Faxes—9201.....	7 G
SmogPros Mailing Responsive—9209.....	9 G	IBM and Time-Warner Rumors Abound—9206.....	10 G
Stark Wants Users to Be More Up Front On Envelopes—9209.....	11 G	The Good, The Bad, And The Ugly—9206.....	8 G
		Philanthropy—General, Trends, Ethics	
		Marketers Making A Difference—9206.....	9 G
		PDM Marketing—P. Widlund—9205.....	18 F
		POSCH, Robert—9201.....	66 C
		POSCH, Robert—9202.....	66 C
		POSCH, Robert—9203.....	60 C
		POSCH, Robert—9204.....	48 C
		POSCH, Robert—9205.....	49 C

POSCH, Robert—9206	69 C
POSCH, Robert—9207	70 C
POSCH, Robert—9208	70 C
POSCH, Robert—9209	66 C
POSCH, Robert—9210	96 C
POSCH, Robert—9211	69 C
POSCH, Robert—9212	46 C
Printronic International—N. di Talamo—9208	25 F
Printronic International—N. di Talamo—9212	21 F

R

R. L. Polk—L. Cameron—9210	68 F
RAAB, David M.—9205	40 F
Raab Associates—D. Raab—9205	40 F
RAPHEL, Murray—9201	30 F
RAPHEL, Murray—9202	26 F
RAPHEL, Murray—9203	38 F
RAPHEL, Murray—9204	31 F
RAPHEL, Murray—9205	38 F
RAPHEL, Murray—9206	43 F
RAPHEL, Murray—9207	38 F
RAPHEL, Murray—9208	33 F
RAPHEL, Murray—9209	41 F
RAPHEL, Murray—9210	49 F
RAPHEL, Murray—9211	23 F
RAPHEL, Murray—9212	42 F
Raphel Marketing—M. Raphel—9201	30 F
Raphel Marketing—M. Raphel—9202	26 F
Raphel Marketing—M. Raphel—9203	38 F
Raphel Marketing—M. Raphel—9204	31 F
Raphel Marketing—M. Raphel—9205	38 F
Raphel Marketing—M. Raphel—9206	43 F
Raphel Marketing—M. Raphel—9207	38 F
Raphel Marketing—M. Raphel—9208	33 F
Raphel Marketing—M. Raphel—9209	41 F
Raphel Marketing—M. Raphel—9210	49 F
Raphel Marketing—M. Raphel—9211	23 F
Raphel Marketing—M. Raphel—9212	42 F
RATHER, Stephen—9203	16 F
Real Time Mktg. Database System—R. Stacey—9201	70 C

Research/Modeling/Forecasting/Analysis

How Does 1992 Look?—9206	9 G
Neodata Adds Wiland Division—9206	8 G
The Good, The Bad, And The Ugly—9206	8 G

Retailing / Building Store Traffic

"Customer Service Doesn't Work Anymore"—9207	38 F
Air Miles Hits United States—9205	9 G
Air Miles Program Takes Off—9203	40 F
Bass Pro: A Transcendental Marketer—9210	20 F
Bean's Retail Oriented—9204	9 G
Blame The Messenger!—9201	30 F
Casinos Gamble On Direct Mail—9202	26 F
Cataloger Gets Pleasant Results—9205	33 F
Finding New Faces—9206	41 F
GE Card Offers Merchant Discounts—9211	18 G
How To Develop A Unique List—9208	33 F
If The Shoe Fits...Market It—9201	19 F
L.L. Bean Celebrates 80th Anniversary—9211	16 G
Long Journeys Start With Small Steps—9209	26 F
Make Sure The Story Isn't Better than the Store—9210	49 F
NBO Markets With Style—9202	28 F
New "Environment" For Benetton—9212	12 G
Points Of The Diamond—9209	36 F
Retailer Gets Stung By Recession—9202	7 G
Retailers Embracing Direct Marketing—9201	8 G
Rising Tide of Midweek Skiers—9202	8 G
Saks Cards Customers—9206	13 G
Sears Decentralizes Its Services—9202	8 G
Sears Goes With Its Best—9209	7 G
Sears To Sell Its Own Wares—9211	14 G
Sears, General Mills Become Team—9203	12 G

Supermarket's Savvy Marketing Works—9206	43 F
Survive!—9204	31 F
Sweden's Green Grocer—9205	38 F
Talbots Gets Intimate—9211	13 G
The Man With The Plan—9203	38 F
The Success Of Service Merchandise—9208	42 F
Use Your List To Listen—9209	41 F
Where's The Retail Direct Mail Revolution?—9211	23 F
Where's The Retail Direct Mail Revolution?—9212	42 F
Richard L. Bencin & Assoc.—R. Bencin—9203	48 F
Richard L. Bencin & Assoc.—R. Bencin—9205	31 F
Rockingham Jutkins Marketing—R. Jutkins—9209	69 C
ROSENFELD, James R.—9201	15 F
ROSENFELD, James R.—9202	15 F
ROSENFELD, James R.—9203	18 F
ROSENFELD, James R.—9204	16 F
ROSENFELD, James R.—9205	28 F
ROSENFELD, James R.—9206	18 F
ROSENFELD, James R.—9207	14 C
ROSENFELD, James R.—9208	16 F
ROSENFELD, James R.—9209	17 F
ROSENFELD, James R.—9210	38 F
ROSENFELD, James R.—9211	20 F
ROSENFELD, James R.—9212	19 F
Rosenfield & Associates—J. Rosenfield—9201	15 F
Rosenfield & Associates—J. Rosenfield—9202	15 F
Rosenfield & Associates—J. Rosenfield—9203	18 F
Rosenfield & Associates—J. Rosenfield—9204	16 F
Rosenfield & Associates—J. Rosenfield—9205	28 F
Rosenfield & Associates—J. Rosenfield—9206	18 F
Rosenfield & Associates—J. Rosenfield—9207	14 C
Rosenfield & Associates—J. Rosenfield—9208	16 F
Rosenfield & Associates—J. Rosenfield—9209	17 F
Rosenfield & Associates—J. Rosenfield—9210	38 F
Rosenfield & Associates—J. Rosenfield—9211	20 F
Rosenfield & Associates—J. Rosenfield—9212	19 F

S

SACHS, Norma—9206	37 F
SANTORO, Elaine—9202	28 F
SANTORO, Elaine—9206	41 F
SCHMID, Jack—9211	27 F
SCHMID, Jack—9212	39 F
Seklemian/Newell—F. Newell Jr.—9209	36 F
Service Merchandise—R. Zimmerman—9208	42 F
SMITH, Francey—9209	26 F
SMITH, Janet A.—9204	33 F
SMITH, Janet A.—9207	40 F
SMITH, Janet A.—9208	35 F

Social Welfare / Organizations

Pro-Bono Campaign Targeting Fur Industry—9201	10 G
---	------

Special Events

Marketers Upbeat At DMA Conference—9212	14 G
Montreux Symposium Plans To Expand—9209	13 G
STACEY, Robert—9201	70 C
STACEY, Robert—9202	70 C
STACEY, Robert—9203	57 C
STACEY, Robert—9204	53 C
STACEY, Robert—9205	53 C
STACEY, Robert—9206	67 C
STACEY, Robert—9207	69 C
STACEY, Robert—9208	68 C
STACEY, Robert—9209	70 C
STACEY, Robert—9210	78 C
STACEY, Robert—9211	72 C
STACEY, Robert—9212	67 C

Sweepstakes, Offers, Premiums

Clearing House Cleared—9212	9 G
-----------------------------	-----

T

Tax & Legal Issues

"Frank" Response From Taxpayers—9212	7 G
--------------------------------------	-----

Are We Passing the Baton of National Sovereignty?—9209.....66 C	Separate The Wheat From The Chaff—9205.....31 F
Attorney/client privilege for Corporate Management—9202.....66 C	Telemarketing Fraud Focus Of House Panel—9202.....6 G
California Ordered To Pay DMA Legal Fees—9212.....8 G	Telemarketing Tactics (Part 2)—9201.....17 F
Canada Tax Exemption—9204.....9 G	Telephone Marketers Face New Regulations—9211.....8 G
Canada's confusing taxations continue—9206.....67 C	The House Opens The Door To Sue Telemarketers—9211.....10 G
Copywrite What Your Consultant Creates—9205.....49 C	Will RBOCs Make Peace With Newspapers?—9201.....7 G
Don't Blame Japan—9204.....48 C	The Direct Solutions Group—R. Stacey—9203.....57 C
It's Not Junk, Phil—9203.....60 C	The Direct Solutions Group—R. Stacey—9204.....53 C
How to avoid getting tied up...—9212.....46 C	The Direct Solutions Group—R. Stacey—9205.....53 C
More effective thn the NRA, AARP...—9208.....70 C	The Direct Solutions Group—R. Stacey—9206.....67 C
Practical background-power of attorney—9206.....69 C	The Direct Solutions Group—R. Stacey—9207.....69 C
Quill Case & Separation of Power Argument—9201.....66 C	The Direct Solutions Group—R. Stacey—9208.....68 C
Supreme Court No Use For Tax Case—9207.....4 G	The Direct Solutions Group—R. Stacey—9209.....70 C
The House Opens The Door To Sue Telemarketers—9211.....10 G	The Direct Solutions Group—R. Stacey—9210.....78 C
The Real Threats To Privacy Are Kept Very Private—9211.....69 C	The Direct Solutions Group—R. Stacey—9211.....72 C
Use Tax Case Under Way—9203.....7 G	The Direct Solutions Group—R. Stacey—9212.....67 C
Your presidential vote may not count...—9207.....70 C	The Jackson Consulting Group—D. Jackson—9203.....44 F
Technology	The Jackson Consulting Group—D. Jackson—9206.....26 F
IBM and Time-Warner Rumors Abound—9206.....10 G	The Jackson Consulting Group—D. Jackson—9210.....52 F
Mail Center 2000—9208.....14 G	The Morris-Lee Group—J. Morris-Lee—9202.....20 F
Marketers Respond To TV Answer's Call—9205.....13 G	The Morris-Lee Group—J. Morris-Lee—9204.....38 F
Technology Projections: 2001—9205.....23 F	The Write Direction—D. Jason—9201.....27 F
Technology Projections: 2001—9206.....45 F	TURLEY, Brian C.—933204.....42 F
Travtek's New Technology—9205.....8 G	
Telemarketing Resources, Inc.—A. Wetzler—9201.....17 F	W
Telephone Marketing	WETZLER, Andrew—9201.....17 F
Bill Addresses Telemarketing Issues—9204.....10 G	WIDLUND, Per—9205.....18 F
DMA Promotes Strictness In Paid Call Rules—9209.....12 G	Z
FCC Hangs Up On Autodialers And Faxes—9201.....7 G	ZIEFF-FINN, Marjorie—9209.....38 F
Frequency's Future Foretold—9203.....13 G	ZIMMERMAN, Raymond—9208.....42 F

REPRINTS AVAILABLE

Any article appearing in this issue of *Direct Marketing*, or in any past issue, is available in reprint form. Each article is available for purchase at \$5.00. As an additional service, we can fax the article to you for an extra charge of \$1.00 per page.

To receive reprints, simply fill out coupon and return to:

923201

HOKE COMMUNICATIONS, INC.

224 SEVENTH STREET

GARDEN CITY, NEW YORK 11530-5771

OR CALL TOLL FREE 800/229-6700 (IN NY CALL 516/746-6700)

FAX 516/294-8141

YEAR OF ARTICLE	ISSUE/MONTH	QUANTITY	PRICE	AMOUNT
			@ \$5.00	
ADDITIONAL CHARGE FOR FAXING ARTICLE			@ \$1.00/per page	
			TOTAL	\$

METHOD OF PAYMENT:

☐ CHARGE TO:

- ☐ AMEX
- ☐ VISA
- ☐ MASTERCARD
- ☐ DINERS
- ☐ DISCOVER

☐ CHECK ENCLOSED

ACCT. # _____

EXP. DATE _____

SIGNATURE _____

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

COUNTRY _____

PHONE _____

FAX _____

TYPE OF BUSINESS _____

